

*the*

*fourth*

*annual*

*western*

*conference*

*of*

*college*

*broadcasters*

# Broadcasting On The Edge

*M*arch 20-22  
USC



*A*lso Featuring:



## U Festival

The nation's  
showcase  
of student film,  
video,  
television, and  
animation





# Broadcasting On The Edge

*The fourth annual western conference of college broadcasters*

The National Association of College Broadcasters (NACB) is the nation's only trade association of student-operated radio and television stations and communications departments. Though just four years old, NACB has become a recognized leader in the expanding field of college broadcasting. As media technology has become accessible to student producers, the college community has become an important factor in the development of innovative programming and ideas.

NACB was founded in 1988 to fill a perceived need in the college broadcasting community by opening the channels of communication between radio and television stations and maximizing their potential. NACB provides its member stations many services which parallel those that their commercial station counterparts receive.

## U Network

U Network is the non-profit, satellite network which links hundreds of college and university campuses across the nation. Free as a service to NACB member stations, U Network features the best of student- and independently-produced radio and TV shows — music, information and entertainment programming previously unavailable at any cost. As U Network producers, students are challenged to create quality shows and receive national exposure.

## College Broadcaster

Respected by students and professionals alike, College Broadcaster is read at nearly every college radio and television station and communications department in the country. The magazine provides a comprehensive mix of articles, department features and special listings covering the needs of college radio and TV managers and staff in every department in the station. The magazine makes readers aware of changes occurring both in the professional and college media world and how these developments interact. The magazine is NACB's primary means of communication with the college electronic media community.

## Conferences

Finally, the ultimate vision of NACB is realized through its commitment to bring together the students and university faculty whom it serves. At a NACB Conference of College Broadcasters, be it National or Regional, students and other college media personnel come face-to-face with one another, interact professionally as well as socially, and exchange ideas and information through intensive panels, seminars, and workshops.

## NACB

NACB is a member-run, non-profit organization. The Board of Directors is composed of students and faculty from member stations who are elected annually at the National Conference. The management staff is made up of recent college graduates appointed by the Board. You are invited to attend the Fourth Annual Western Conference and become part of the NACB.







## Schedule

### Friday, March 20

2 PM-8 PM Registration  
3-6 PM KSCR Tours  
4-5 PM Station Managers Roundtable  
5-6 PM Faculty Advisors Roundtable  
8 PM Keynote Address  
10 PM Welcoming reception

### Saturday, March 21

9:30 AM-12 PM Registration  
9:30-11:00 AM Panel Discussions:  
*Changing Face of the Networks*  
*Progressive Radio*  
11:15-12:15 PM Seminar Session  
12-10 PM U Festival screenings  
12:30 PM Luncheon  
1:30-2:50 PM Panel Discussions:  
*Responsible Entertainment*  
*Twin Peaks Symposium*  
3PM-5:15 PM Seminar Sessions  
5:30-7 PM Dinner break  
10 PM Music Showcase

### Sunday, March 22

10AM-12:00 PM Hands-on Station  
Departments Discussions

## Seminar Topics

### Across the Media

Career Hopping  
Educating Your Audience  
Engineering  
Legal Issues  
Marketing and Sales  
News in the 90s  
Sports Broadcasting  
Technology  
Writing Comedy

### Film

Animation  
Distribution: Avoid the Dead End  
Moviemaking: Hands in the Pot  
From Script to Screen

### Radio

Aircheck/Resume Review  
Production Workshop  
Record Company Relations  
Students Producing for Students  
Syndication  
Talk Shows

### Television

Cable Industry: A New Marketplace  
Nighttime Drama  
Producing Comedies  
Soap Operas  
Students Producing for Students  
Talk Shows

Conference registration fees this year are \$30 per person for members and \$35 per person for non-members. Registration entitles you to: attend all seminars and lectures, scheduled meals, various receptions and events; attend all activities of U Festival, the student film, video, and receive a conference bag filled with music samples and media publications.

**Registration:** The conference is open to all NACB members. To secure your space, please call and register by phone at (401) 863-2225. Be ready with the following information: name of a head delegate and additional name(s) of people registering for the conference; name of school and station/department; its address and phone number.

**Accommodations:** Call NACB for hotel accomodations. Rooms available for \$15.25 per person.

# Broadcasting on the Edge

March 20-22  
USC

the

fourth

annual

western

conference

of

college

broadcasters

N A C B  
1 9 9 2

Also featuring:  
**U Festival**  
the nation's showcase of  
student film, video,  
television, and  
animation



NACB  
71 George Street  
Providence, Rhode Island  
02906

782  
x.111  
782  
7820  
78200  
76802  
Phyllis  
Geller  
KCT



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES  
PERMIT #429  
PROVIDENCE, RI

NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES  
PERMIT #429  
PROVIDENCE, RI

NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES  
PERMIT #429  
PROVIDENCE, RI